

# WISCONSIN TRAFFIC SAFETY REPORTER

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2006

## **Your feedback helps improve Governor's Conference**

by Major Dan Lonsdorf, Director  
Bureau of Transportation Safety

I would like to thank all who participated in the Governor's Conference on Highway Safety on August 23-24 in Madison.

With about 325 conference registrants, attendance was the highest in several years. Comments and evaluations indicated that most everyone found the conference interesting, informative and—most importantly—energizing for generating effective action.



Miss America 2006 Jennifer Berry spoke about building intolerance to drunken driving and underage drinking. She appears here with LaVerne Herman of WAWHSL (Wisconsin Association of Women Highway Safety Leaders).

In addition to the many workshop sessions, conference highlights included an opening presentation by renowned risk-management expert Gordon Graham and a closing address by Miss America 2006 Jennifer Berry.

Graham, with many years of law enforcement experience and

academic research, enthralled the audience with his dynamic observations about how risk management principles apply to the goal of reducing deaths and injuries in traffic crashes.

At the closing luncheon, a large audience heard Miss America speak about her platform of building societal intolerance for drunken driving and underage drinking. She spoke eloquently and emotionally about her best friend in high school who died in a drunken driving crash.

The success of this year's conference was based primarily on feedback from previous conferences. To help us continue to improve this important traffic safety forum, we need

*continued on page 4*

## **Study**

### **80% of crashes involve drivers who are distracted or drowsy**

Of course we've all done it. Looked away from the road as we rummage through lunch on the seat next to us. Puzzled over a map while driving through who knows where. Turned around to discipline a child. Peered into the rear-view mirror to see if we're ready to face the world.

Well, now it's becoming clear just how dangerous all this is. Driver inattention is the leading factor in most crashes and near-crashes, according to a landmark research report released recently by NHTSA and the Virginia Tech Transportation Institute (VTTI).

*continued on page 2*



## **Traffic Incident Management**

### **Preventing one problem from becoming another**

It's rush hour. You're cruising down the freeway on a beautiful autumn morning ... and then up ahead ... red lights flashing! There's been a crash. Traffic abruptly slows. Some drivers are rubber-necking ... people are going to be late for work ... frustration is mounting. And then somewhere nearby ... brakes screech ... BANG! Another crash.

This scenario is all too common. Crashes that result from other incidents make up about 15% of all crashes, and USDOT estimates that these secondary crashes cause 18% of deaths on freeways. Nationwide, nearly 10,000 police cars, 2,000 fire trucks and 3,000 other service vehicles are struck while going to or while at traffic incidents.

*continued on page 4*



Baby on board ... but let's keep our eyes on the road.

CREDIT: KRISTIN OGUNTUNBO/UNC HIGHWAY SAFETY RESEARCH CENTER

*State DOTs are taking an increasingly active role in operating their roadways in real-time. They coordinate traffic incident management (TIM) to keep traffic flowing smoothly, prevent incidents, and, when they do happen, minimize the negative consequences.*



Control Room at the WisDOT Statewide Traffic Operations Center in Milwaukee

### Other key findings

Judgment error (including distraction in higher risk situations), driving while impaired, and aggressive driving were much more prevalent in the youngest age group, 18-20 year-olds.

Drowsy driving increases near-crash or crash risk by at least four times, and it might be significantly under-reported in police crash investigations.

### Study

from page 1

The *100-Car Naturalistic Driving Study* tracked the behavior of the drivers of 100 vehicles equipped with video and sensor devices for over a year. The drivers, from 18- to 73-years-old, were given no special instructions and no experimenter was present. As the drivers covered nearly 2,000,000 miles, 42,300 hours of data were collected. "This huge database is enormously valuable in helping us to understand—and prevent—motor vehicle crashes," says VTTI Director Dr. Tom Dingus.

### Car designs getting safer but our behavior is lagging

On a related matter, sobering news comes from a recent study by the Insurance Institute for Highway Safety (IIHS). "Death rates per vehicle and per mile have been going down for decades, and they still are. This study shows why," says IIHS President Adrian Lund. "In recent

years it's the vehicles, not better drivers or improved roadways. The study reveals not only the importance of the vehicle design changes and the kinds of vehicles motorists are choosing to drive but, on the downside, the loss of momentum for effective traffic safety policies on belt use, alcohol-impaired driving, and speeding."

An example of extraordinary design improvement is electronic stability control (ESC). IIHS reported in June that if all vehicles had ESC this would prevent nearly one-third of all fatal crashes, saving as many as 10,000 deaths a year. But what about us? How can we improve our behavior? In recent years, prompted by awareness-raising organizations like MADD, the public has become much less tolerant of impaired driving. Perhaps a similar campaign could inspire more careful driving. We need to pay better attention ... it's a small price to pay to save lives.

## Get to know ... Janet Nodorft

Alcohol Program Manager  
DOT Bureau of Transportation Safety (BOTS)



It was about 8 o'clock on a Sunday evening in September 2004. Janet, her husband and their children were returning from the Ironman triathlon in Madison when they were rear-ended by an impaired driver. This jarring experience helped bring home to her the realization that impaired driving crashes aren't just late at night on weekends ... they can happen to anyone at anytime.

This June, Janet became the new BOTS Alcohol Program Manager, helping tackle one of the worst roadway killers. More than 300 people die and over 6,000 are injured in Wisconsin each year because of impaired driving. She oversees the allocation of

federal highway safety funds for projects that combat alcohol and drug impaired driving, and she works closely with programs such as Road Crew, SafeRide, DRE (Drug Recognition Expert) training, Pretrial Intoxicated Driver Intervention Program, and the UW Resource Center on Impaired Driving.

During the summer, she worked on the high visibility *Drunk Driving. Over the Limit. Under Arrest.* Labor Day Campaign along with the participating law enforcement agencies that conducted the mobilization. In September, NHTSA assessed the state's SFST (Standardized Field Sobriety Testing) program. Janet is working with the Wisconsin Department of Justice staff as they take over from BOTS the mandatory SFST training for all law enforcement recruits statewide. Janet also organized the state's first OWI Leadership Summit, September 26-27 in Wisconsin Dells, attended by judges, attorneys, law enforcement and others to develop strategies and countermeasures.

"I'm looking forward," she says, "to traveling around the state and getting to know people so we can develop good relationships to effectively reduce impaired driving." This is the foundation for the partnerships that help make Wisconsin's roads safer.

Before coming to BOTS, Janet worked on department-wide DOT initiatives including strategic planning, training and education, and the Wisconsin Forward Award. She also has experience in program design and development as well as adult education.

Contact Janet at (608) 266-0550 or [janet.nodorft@dot.state.wi.us](mailto:janet.nodorft@dot.state.wi.us).



The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, recognize worthwhile programs, and to educate and share ideas with safety professionals.

WisDOT SECRETARY  
**Frank Busalacchi**  
DIRECTOR-BOTS  
**Major Dan Lonsdorf**  
TSR COORDINATOR  
**Steve Olson**

Comments/questions  
invited: (608) 261-5896  
[steve.olson@dot.state.wi.us](mailto:steve.olson@dot.state.wi.us)

EDITOR  
**John Jordan**

Bureau of  
Transportation Safety  
P.O. Box 7936  
Madison, WI 53707

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**August  
23-24 in  
Madison**

**Bureau of  
Transportation Safety  
Director's Award**  
Officer Randy LaLuzerne

Major Dan Lonsdorf, BOTS director, presented this year's award for exceptional performance in traffic policing and safety to Officer Randy LaLuzerne, who has been with the Green Bay Police Department for 22 years. A certified crash reconstructionist, Randy has been with the department's

**Award winners**

## 2006 Governor's Conference on Highway Safety



Officer LaLuzerne with BOTS director Major Lonsdorf

Traffic Enforcement Unit for the past four years. His focus is not just on issuing citations, but also on educating motorists and on consistent and fair enforcement of the law. Working with county and city leaders, traffic engineers and the community, he is currently implementing a school zone safety plan.

As part of this award, BOTS will sponsor Randy's attendance at the 2007 National LifeSavers Conference.



Bridget, Nan and Tim

**People Who  
Shine Award**

**Bridget Clementi**  
Children's Hospital  
Wauwatosa

**Nan Peterson and  
Tim Corden, MD**  
UW Children's  
Hospital

A big 'job well done' to these three for helping save young lives. They played an important role in getting legislation passed (Wisconsin Act 106) that upgraded Wisconsin's child passenger safety laws, including new booster seat requirements (see *TSR* Vol. 9, No. 2). They testified before committees, worked with other safety advocates, and contacted key legislators.

Since the law went into effect June 1, they have continued to give media interviews and provide public education on the correct use of child safety seats.



State Patrol Superintendent David Collins, Jerry Lynch and Major Lonsdorf



Alexander, Ryan, Paul and Robert

**Saved by the Bicycle  
Helmet Award**

**Jerry Lynch**

A blur of motion ... and then lights out. Jerry Lynch was out biking with friends on the 4th of July and this is how he remembers crashing broadside into a deer. He flipped over his handlebars, was knocked unconscious, broke his forearm and pelvis, but he avoided more serious injury because he was wearing his bike helmet. It was badly battered but his head wasn't.

A regional sales manager for Jost Chemical Company, Jerry gave up bicycle racing four years ago, but that day he was out on a training ride with his former teammates from the Madison-based Brazen Dropouts racing club. As they approached Poynette, breezing along on a downhill stretch about 30 miles per hour, they decided to sprint for the city limit sign. "I was still out of the saddle, putting my full weight on the pedals," he remembers. And then there was a flash of movement, impact, and he was flying through the air. His helmet cushioned the blow and his colleagues provided top notch first aid: assess and control the situation, call 911, and care for the victim until emergency personnel arrive.

**Traffic Safety  
Heroism  
Award**

**Alexander Hill**  
**Ryan Oldenburg**  
**Paul Thoresen**  
**Robert Johnson**

On a bright Saturday afternoon this past March, these McFarland teens witnessed an out-of-control car leave the road, run through a fence and crash into a



tree. They rushed to the scene, removed the driver and two passengers—including a three-year-old—from the car, moments before it burst into flames. They then provided first aid until emergency personnel arrived.

### Governor's Conference

from page 1

your suggestions and comments. Please submit your ideas to Vicki Schwabe at the Bureau of Transportation Safety, (608) 266-0402 or [vicki.schwabe@dot.state.wi.us](mailto:vicki.schwabe@dot.state.wi.us).

It's not too early to mark your calendars for the 2007 conference on August 22-23 at the new Holiday Inn Convention Center in Stevens Point. I'm certain it will provide another great opportunity to learn and grow in our efforts to improve traffic safety.

## Traffic Incident Management from page 1

And the added traffic congestion wastes an enormous amount of time.

Traffic incidents are any non-recurring events that impede traffic, including crashes, cargo spills, etc. Across the country, state DOTs are taking an increasingly active role in operating their roadways in real-time. They are championing coordinated traffic incident management (TIM), with the goals of keeping traffic flowing smoothly, preventing incidents, and, when they do happen, minimizing the negative consequences. Wisconsin DOT continues to be among the national leaders in this specialized traffic operations field. In fact, John Corbin, DOT State Traffic Engineer, currently serves as the chair of the National TIM Coalition, which is promoting the safe and efficient management of traffic incidents nationwide.

**EFFECTIVE TRAFFIC INCIDENT MANAGEMENT** requires broad cooperation among transportation and public safety agencies, including law enforcement, fire, EMS, towing companies, emergency management planners and many others. Many state DOTs foster collaboration among these partners and take an active role in incident response. Many states now operate traffic operations/management centers, like the WisDOT Statewide Traffic Operations Center (STOC) in Milwaukee, that monitor roadways to identify incidents in real-time and provide traveler information. These centers and supporting ITS (Intelligent Transportation System) technologies enable operators to respond to incidents by adjusting traffic signals and ramp meters and by disseminating information to travelers via radio, TV, the Web and freeway dynamic message signs.

### TIME Program

Effective coordination requires more than just technology. State DOTs are also helping forge partnerships, establish agreements and do advance planning. One success story is Wisconsin's nationally recognized TIME Program (Traffic Incident Management Enhancement).

In 1995, Wisconsin DOT launched the TIME Program to address the need for more coordinated freeway incident management and to establish a foundation for future ITS deployment in the region. In his previous position, John Corbin helped lead the effort. He says the program began as "a consensus-building effort to better understand inter-agency communications needs and to enhance the level of coordination



*This bumper sticker will be available to public safety and maintenance agencies statewide by late October. Contact Anne Reshadi-Nezhad (see sidebar).*

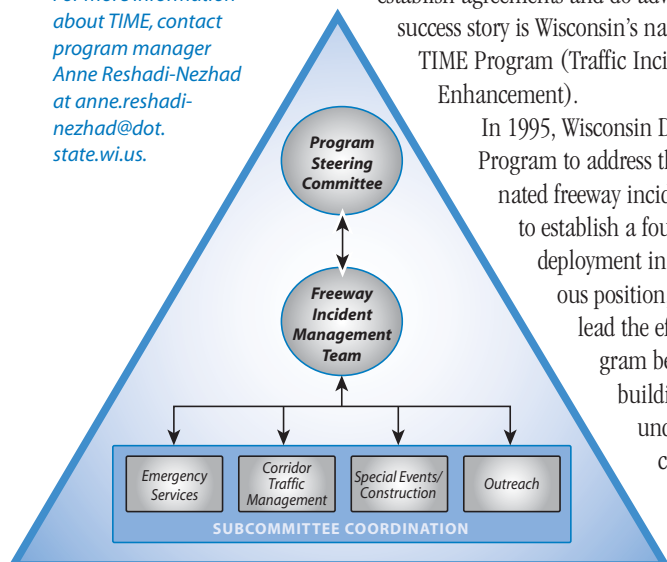
between highway operations and emergency services." Today, the TIME partners include local, state and federal government, organizations such as AAA-Wisconsin, the media, and businesses including the towing and trucking industries. The diagram below shows the program's basic structure.

One of the program's basic goals is the quick clearance of traffic incidents, and this requires two elements: institutional cooperation and the right services/equipment. As just one of many examples of institutional cooperation, TIME has brought law enforcement and towing companies together so they can better understand each other's needs. An example of a successful procedure modification is the adoption of a Freeway Emergency Towing Moratorium in the I-94 North-South Corridor. During a blizzard, this moratorium facilitates snow removal by focusing tow operations on clearing vehicles from travel lanes only, which helps keep traffic flowing. Similarly, the Gateway Freeway Service Patrol, which currently operates on I-94 in Racine, Kenosha and Waukesha counties, is a good example of a successful TIM service. The Gateway Patrol vehicles are owned and operated by private towing companies contracted by DOT. Free services provided by the patrol include relocating disabled vehicles, changing tires and providing fuel.

In July, DOT hosted the first ever statewide TIM conference. The two-day conference brought in experts from around the country to discuss TIM lessons learned, and it also provided a forum for discussing TIM needs in Wisconsin. Topics included: responder safety, developing more consistent TIM plans (e.g., for providing alternative routes for travelers), and fostering communication inter-operability for first responders (which was a big problem in New York City on 9/11).

Public policy is another important element in improving traffic incident management. For example, Wisconsin now has a "Move Over" Law (2001 Wisconsin Act 15) that requires drivers to shift lanes or slow down to provide a safety zone for law enforcement, emergency and highway construction vehicles as well as tow trucks stopped by the road with warning lights flashing. To improve incident management, there are diverse challenges. For example, Captain Henry de Vries from the New York State Police, a widely respected TIM expert, says that one prominent area of concern is spilled cargo on the highway. Some states declare that spilled cargo is unusable and should be cleared out of the way so traffic can resume, while other states allow trucks to come and retrieve the cargo, which can cause lengthy road closures and increase the chances of secondary crashes.

For more information about TIME, contact program manager Anne Reshadi-Nezhad at [anne.reshadi-nezhad@dot.state.wi.us](mailto:anne.reshadi-nezhad@dot.state.wi.us).



*continued on next page*



## National TIM Coalition

To focus national attention on improving traffic incident management, a wide range of organizations, including AASHTO (American Association of State Highway and Transportation Officials) and FHWA, formed the National TIM Coalition (TIMCoalition.org). NTIMC's mission is to provide a multidisciplinary partnership forum spanning the transportation and public safety communities. National-level action areas that have been identified include high-level and multi-agency coordination, public education, technology deployment, and domestic emergency preparedness. The coalition is initiating the development of a National Unified Goal (NUG) for TIM. To be developed through a consensus process, the NUG will address broad themes such as: responder safety, improved incident communications and quick clearance.

## International conference in Madison

### Creating bicycle-friendly and walkable communities

During four beautiful days, September 5-8, they gathered in Madison—an international meeting of nearly 650 advocates, program specialists and government leaders committed to improving conditions for bicycling and walking. Two fellows biked all the way from Vancouver, BC. They came to attend the 14th International Pro Walk/Pro Bike Conference held at the Monona Terrace Convention Center in conjunction with the Wisconsin State Bicycle & Pedestrian Summit.

Organized by the National Center for Bicycling & Walking (NCBW), a program of the Bicycle Federation of

## Europe

In April 2005, AASHTO and FHWA sponsored a tour of Europe to study traffic incident response methods. American experts visited England, Germany, the Netherlands and Sweden. Philosophies vary from country to country, but among the overall findings are the strong role that auto clubs play in quick incident clearance and good visibility for emergency responders and vehicles. Some effective practices prompted tour members to think, "Wow! I wish we could do that!" One remarkable strength of the Dutch program is the uniformity of response among disciplines. Responding personnel make up a team with all members having generic duties to secure the scene based on order of arrival rather than their individual discipline. As Captain de Vries, a tour member, notes, "It's tremendously beneficial to learn safety procedures together."



German police van for incident response

As John Corbin says, "TIM really occurs at the interface of traffic operations and traffic safety." On the regional, state and national levels, important progress is being made to not only keep traffic flowing but also to reduce the number of secondary crashes and, at crash scenes, to "protect the protectors."



JOHN WILLIAMS, NCBW

America, this biennial conference is held in cities coast-to-coast to highlight the many ways communities are fostering bicycling and walking. This was Madison's year to shine. During opening remarks, NCBW director Bill Wilkinson observed, "It's great to be able to look out over such a beautiful setting for walking and biking." Madison Mayor Dave Cieslewicz joked about being a bit late; he was stuck on a local trail in bike traffic.

Conference highlights included mobile workshops that enabled people to experience local success stories first-hand. Among many options: a bike tour of the city's bicycling facilities and a pub crawl of historic buildings restored as bars or restaurants. A walk in the Ice Age Trail Junction Area showcased new housing developed in harmony with parkland inspired by the trail, including 200 acres of restored prairie. Kudos to volunteer Dave Phillips (see page 6) for helping organize these workshops.

Safe Routes to School (SRTS) programs ([www.saferoutes-info.org](http://www.saferoutes-info.org)) were a hot topic. The revised federal transportation act, SAFETEA-LU, provides funding for state transportation departments to create and administer SRTS programs that encourage children grades K-8 to walk and bike to school. Wisconsin DOT now has a SRTS program manager, Renee Callaway. The Safe Routes to School Practitioners Workshop covered how to initiate and implement a program. Presenters included Beth Draeger, Eau Claire Health

Department, who explained her city's Safe STEPS workgroup ([www.safe-stepsec.org](http://www.safe-stepsec.org)). Along with being fun, biking and walking can help with the rising problem of childhood obesity. According to a recent study by the Institute of Medicine, about 17% of children and teens in the U.S. are obese and an additional 16.5% are on the brink of becoming so. The problem is one of the 21st century's "most critical public health issues" but so far efforts to deal with it are "fragmented and small."

To encourage communities in Wisconsin to send representatives, DOT Bureau of Transportation Safety provided scholarships to cover part of the registration fee. This enabled, for example, a team from the Wausau area to attend and get inspired to start developing a local walk/bike plan.

Visit the post-conference website—includes presentations—[www.bike-walk.org/vconference/index.html](http://www.bike-walk.org/vconference/index.html).



Some arrived on foot ... some via human-powered vehicle



## Dave Phillips

Wisconsin Walks  
board member,  
DOT bike/ped program  
volunteer

## Highway Safety Partners

This section profiles people  
who are helping improve  
traffic safety in Wisconsin.

Dave is supposedly retired but he's not just relaxing at home. He's in the thick of efforts in Wisconsin to restore walking as an important, healthful and, yes, joyful part of our day-to-day lives. He's what Bureau of Transportation Safety bike/ped program manager Larry Corsi calls a "super volunteer."

Along with volunteering with Wisconsin Walks and the Ice Age Park and Trail Foundation, Dave is now helping DOT with a variety of bike/ped programs. In September, the International Pro Walk/Pro Bike Conference (page 5) was held in Madison in conjunction with the Wisconsin State Bicycle & Pedestrian Summit. He helped with the marketing efforts that yielded a strong turnout from Wisconsin communities, and he helped with bike/ped activities such as the very successful mobile workshops.

Before retiring from the Wisconsin Department of Corrections, Division of Juvenile Corrections, Dave helped develop their SPRITE program, which is similar to Outward Bound. Delinquent youth, ages 13-18, go on challenging adventures, such as wilderness backpacking, canoe trips and rock climbing. They also get involved in community service.

As he thinks back, Dave recalls many experiences in which walking was an important part of connecting with life. For example, when he was about five years old, growing up near Pittsburgh, he was forbidden to cross a highway to play in a nearby woods. He and his friends showed some of that Outward Bound spirit when they decided they would get to the coveted woods via a culvert under the highway barrier.

As a Peace Corps volunteer in Sierra Leone in 1967, he lived with people accustomed to walking everywhere. Recently, he and his wife visited Italy, where many towns are keeping cars parked on the outskirts to foster walking. He fondly recalls one early morning when the first sound was birds calling and then, rising from the valley to their hillside villa, the sound of people talking as they walked through town.

He feels walking has always been an important part of what makes us human, but now we're losing a lot of the real-life connections it brings. Kids spend increasing time in front of the TV or video games (e.g., see *Generation M: Media in the Lives of 8-18 Year-olds*, a Kaiser Family Foundation study, at [www.kff.org](http://www.kff.org)). Shopping malls are often on the edges of town and shoppers come in their cars. At a convention center, Dave once found himself walking with his suitcase along the edge of a four-lane highway because there was no sidewalk.

But, on the other hand, there are important new positive trends. Dave points, for example, to the new bike/ped-friendly Middleton Hills neighborhood. And he's doing what he can to help. During the conference in September, one of the mobile workshops he organized visited a walkable community developed in harmony with nearby parkland. On the last night of the conference, he and a group of 15 people walked a part of the Ice Age Trail near Cross Plains. They were on a trail from what's now Milwaukee to the Mississippi River that Native Americans walked for 10,000 years.

Contact Dave at [dave.phillips@dot.state.wi.us](mailto:dave.phillips@dot.state.wi.us).



A lot of planning goes into  
even a one-minute news story.

## WISC-TV

Madison

Visit [www.channel3000.com](http://www.channel3000.com)  
or contact Carmelyn at  
[cdaley@wiscvtv.com](mailto:cdaley@wiscvtv.com).

Our behavior has a huge influence on whether traffic safety gets better or worse. Each day every one of us decides whether to buckle up, speed, etc. As we noted on page 2, a recent Insurance Institute for Highway Safety study finds that while car design is improving, at times dramatically, driving behavior isn't keeping up.

A key community partner in improving traffic safety is the media. It has a huge influence on our attitudes and behavior generally, and it can also be

a big help in promoting safe driving. For example, high visibility law enforcement mobilizations have helped increase safety belt use and decrease impaired driving, and an important part of these campaigns is the media message that law enforcement is out in force. The fear of getting a ticket can change driving habits. As another example, MADD has been able to reduce the public's tolerance of drunk driving over recent years partly because of good media attention.

An example of a TV station that's doing a good job at this is WISC-TV in Madison. Year after year they have made traffic safety problems and solutions a prominent part of their newscasts. They're always on the lookout, of course, for visual stories, and they report on tragic crashes, repeat drunk drivers, etc. But they also alert their viewers to new trends and laws, and they give in-depth, multi-part coverage to especially important stories. For example, this spring they focused on the state's new booster seat law. Carmelyn Daley, the station's news director, says, "Our newsroom is filled with parents who themselves were influenced—and confused—by the new law. If we were confused, certainly others were too and that's what prompted the extensive coverage."

*continued next page*



## Train-motor vehicle crashes are up

After years of steady improvement (see graph), train-motor vehicle crashes and fatalities in Wisconsin increased dramatically in 2005, the last full year for which data are available. In 84 crashes (up 24% from the previous year), 13 people in vehicles were killed (up from 4). Another six pedestrians and bicyclists were killed trespassing along railroad tracks.

To help save lives, a campaign of radio public service announcements was launched statewide during the early autumn. For two weeks, 110 stations got out safety messages including: motorists should be aware that school buses are required to stop at all rail crossings; trespassing on railroad property is both dangerous and illegal; and farmers driving tractors and other large, noisy farm equipment need to be extra vigilant.

The campaign was funded by a Federal Railroad Administration grant through Operation Lifesaver, a nationwide, nonprofit highway-rail safety organization. In 1972, when Operation Lifesaver was founded, there were about 12,000 collisions annually. By 2005, this number was down by about 75%. Wisconsin Operation Lifesaver (call (800) WIS-RAIL) is sponsored by the DOT Bureau of Railroads and Harbors.

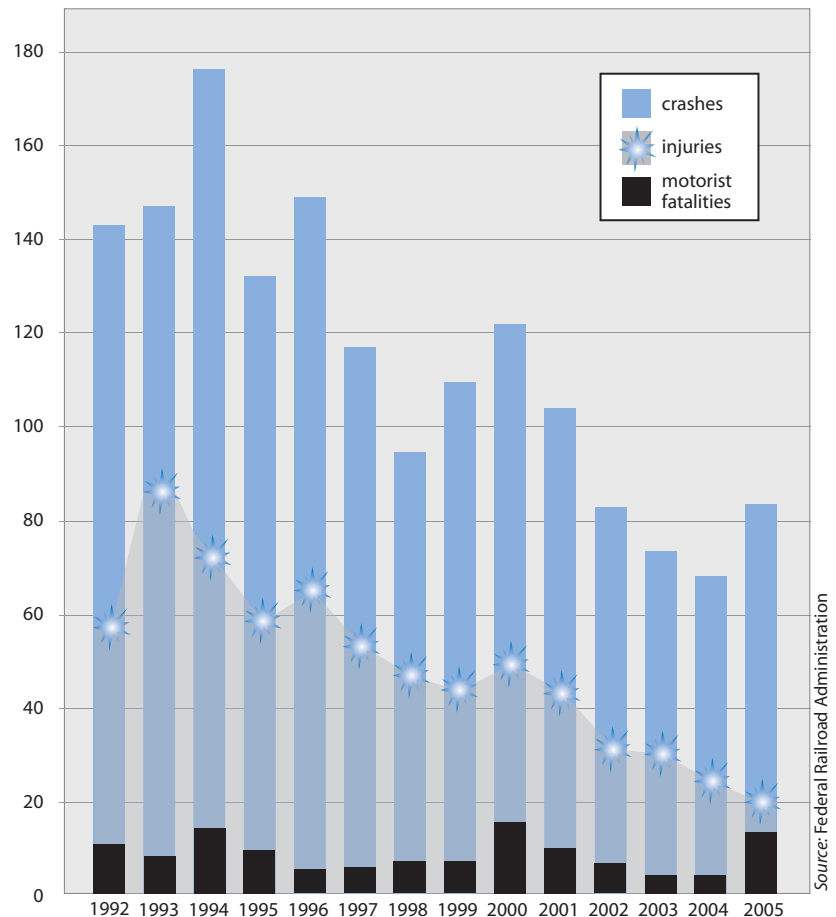


In Manitowoc County in 2002, this co-op truck ran into the side of the train engine, killing the driver. The intersection had cross-bucks only and pretty good visibility.

Remember, trains cannot stop quickly. For example, an eight-car passenger train going 60 MPH takes  $\frac{2}{3}$  of a mile to stop once the emergency brakes are applied. And the size of a train is to a car as a car is to a can of soda. Drivers should expect a train on any crossing at any time. As Wisconsin Operation Lifesaver coordinator Jim Tracey says, "At all crossings, look, listen and live."



## Highway-rail grade crossing crashes in Wisconsin



## WISC-TV

continued from page 6

Likewise, the lives of some staff members have been deeply affected by traffic fatalities. Carmelyn's sister died in a car crash, and she relies on other managers to decide how to cover crashes. In 2001, reporter Joel DeSpain and photojournalist Don Cady were involved in a terrible crash while on assignment. They were hit by another vehicle that had lost control on a county highway. The driver of that vehicle was killed. This experience of course stays with them, inspiring a lively interest in traffic safety.

WISC-TV, a privately owned company, is in a market with 366,000 TV homes and its news department has about 40 employees.



Just harmless fun? Think again.  
For more information on  
Operation Lifesaver go to  
[www.oli.org](http://www.oli.org) or call 1-800-537-6224.



## Anti-icing: safety & savings

# Helping tame winter's fury

To help keep winter highways safe, DOT has adopted a proactive anti-icing approach. "Anti-icing is an important technological breakthrough that allows us to keep roadways safer," says Tom Martinelli, DOT Winter Maintenance

Engineer. He also notes that "anti-icing agents are liquid substances, and motorists should be aware of damp-looking areas of pavement that might have been treated with anti-icing agents."

More effective than traditional rock salt, anti-icing agents are applied before possible frost events or snow storms to keep snow and ice from bonding to the pavement

so plows can clear roads more thoroughly. Because lots of salt is needed to break snow and ice bonds to pavement once they have formed, anti-icing practices that prevent this bond from forming in the first place reduce the



amount of road salt needed. Also, maintenance workers can spray roads during normal working hours, reducing the inconvenience and costly overtime hours sometimes needed to battle the storm.

DOT contracts with county highway departments for maintenance of 12,000 miles of highways in the state, including the Interstate, the federal highway system and state highways. Budgets are sometimes

tight but the public has high expectations.

People of course want safe winter roads, and we're concerned about the environment and the rusting away of our vehicles.

Important progress is being made in other areas to foster safe winter driving. The Road Weather Information System on DOT's website, for example, provides current weather conditions provided by more than 50 monitoring stations along Wisconsin roadways.

Contact Tom at (608) 266-3745 or [thomas.martinelli@dot.state.wi.us](mailto:thomas.martinelli@dot.state.wi.us).



*Look carefully for a common and deadly hazard... frost on a bridge (here visible just on the shoulder).*



*You think we've got it rough? Try driving in Canada!*

**Wisconsin Department of Transportation**  
Bureau of Transportation Safety  
P.O. Box 7936  
Madison, WI 53707-7936

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